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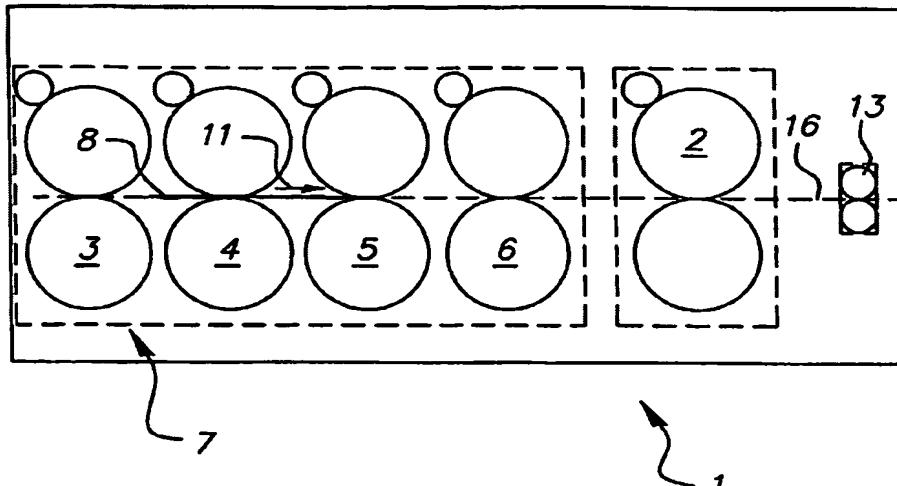
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(54) Title: PROCESS FOR CREATING A PRINTING FORMAT



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(57) **Abstract:** The smell of the printing medium and/or the printing format is at least influenced. At least one toner that contains at least one aromatic substance, or one ink, that contains at least one aromatic substance is applied to a printing medium. For this purpose, appropriate toners or inks and processes for their manufacture, as well as a printing machine for implementing an appropriate printing process, are introduced.